



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 10, 2013

Contacts: ABA Press Office
(202) 463-6770

AMERICAN BEVERAGE ASSOCIATION RESPONDS TO REPORT ON ENERGY DRINKS

In response to a report drafted by the staffs of Senator Richard Durbin, D-Ill., Senator Richard Blumenthal, D-Conn., and Representative Ed Markey, D-Mass., the American Beverage Association issued the following statement:

Statement:

“ABA member companies that make energy drinks welcome the opportunity to provide information about their products, ingredients, business practices and the steps they have taken to promote responsible labeling and marketing. They provided this information to these Members of Congress and have already voluntarily implemented many of the recommendations included in the report.”

Additional Background Information:

On Labeling and Marketing of Energy Drinks:

- Leading energy drink makers voluntarily:
 - display total caffeine amounts – from all sources – on their packages;
 - display an advisory statement on their packages indicating that the product is not intended (or recommended) for children, pregnant or nursing women, or persons sensitive to caffeine; and
 - do not market energy drinks to children or sell or market them in K-12 schools.

On the Regulation of Energy Drinks:

- Energy drinks, their ingredients and labeling are regulated by the U.S. Food and Drug Administration (FDA) – even those that are labeled as a dietary supplement using a Supplement Facts panel, instead of a conventional food using a Nutrition Facts panel. And, as with most consumer products, energy drink advertising is subject to oversight from the U.S. Federal Trade Commission (FTC).
- The FDA commissioned an in-depth analysis of caffeine consumption among the U.S. population in 2009 – which was then updated in 2010 – concluding that, despite the growth of energy drinks in the marketplace, the average amount of caffeine consumed by the adult U.S. population remains consistent with past FDA estimates – at approximately 300 milligrams of caffeine daily. The report also found that beverages other than energy drinks remain the primary source of caffeine in the American diet.



On Energy Drinks:

- Most energy drinks contain significantly less caffeine than a similarly-sized coffeehouse coffee. In fact, many contain about half. A 16 fluid ounce energy drink typically contains between 160 and 240 milligrams of caffeine, while the same size coffeehouse coffee contains around 300 to 330 milligrams.
- Caffeine is accepted as safe by regulatory agencies around the globe, including the FDA, as well as scientific authorities such as the National Institutes of Health.
- Energy drinks are available in more than 160 countries around the world.

#

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org or call the ABA communications team at (202) 463-6770.

-30-

